MEDIA KIT



anada's First Nations Radio;

OUR NETWORK

CFNR Radio Network broadcasts in 80 communities in Central and Northern BC and exclusively brings Commercial Radio to 42 First Nations communities



OUR COVERAGE

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NOW, THAT'S COVERAGE

CFNR, Canada's First Nations Radio, understands coverage from a conventional broadcast sense to our digital world. CFNR connects our audience, always.

The CFNR Network serves over 80 communities in Central and Northern B.C. with 5 FM frequencies.

For many of our communities we have become their Community message board, sharing events and news from First Nations communities and our major population centers throughout the expansive region.

**New!* Journey FM 106.3 FM - Now on the Air!

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ALWAYS CONNECTED TO OUR COMMUNITIES

We always stay connected through our various digital channels which include our website, Facebook, TikTok, Twitter, Instagram, YouTube, blogs and of course our Live Streaming of both radio and video events!

Or check out our app available for iPhone or Android!

www.CFNRFM.ca

AND OF COURSE ALL SOCIAL MEDIA





Google Play

App Store

STREAM ONLINE THE BEST CLASSIC ROCK











Canada's First Nations Radio

EMERGENCY PREPAREDNESS

KEEPING COMMUNITIES INFORMED DURING AN EMERGENCY IS OUR TOP PRIORITY

In the event of an emergency such as wildfire, tsunami, earthquake, and flooding, CFNR commits all of its resources, and has the capability, to get communications out 24/7 to its listeners with the latest information and updates on the situation and any orders that are in effect. CFNR works with local emergency services providers to relay messages on evacuations, marshalling areas, and when it's safe to return as we receive them to ensure community members' safety.









Canada's First Nations Radio

OUR PROGRAMMING WHO WE ARE

We live here and with our decades of experience we know what the community wants, and we play the music they love with a blend of Classic Rock hits, First Nations artists, and Blues.

The popularity of CFNR is based on our commitment to everyone in the community which also includes news coverage that matters, and stories and issues that affect First Nations and our region on Journeys.













CHAR NORMANDEAU

THE CHAD

ASHLEY PIMLOTT

MORGYN BUDDEN

SABRINA SPENCER

CFNR 360 Get the advantage with modern digital

OUR LIVE STREAM SERVICES RIVAL OR EXCEED URBAN MARKETS ANYWHERE IN NORTH AMERICA

LIVE STREAM VIDEO

Stream your event, business meeting or cultural performance

BUSINESS, SOCIAL MEDIA OR CORPORATE VIDEO

Did you know that Google LOVES video? It's a powerful tool that your business needs to get found!

PODCAST PRODUCTION

Get what you have to say out there. After all, we love audio!

SOCIAL MEDIA CAMPAIGNS

Need help with your next campaign, or not sure where to start? We can help!



Canada's First Nations Rad

OUR FANS CELEBRATING A VIBRANT COMMUNITY

For over 20 years, CFNR has been hosting the largest outdoor party in the northwest. We get to rock out with over 5,000 fans and the biggest names in Canadian Rock! It's a great day of free entertainment at Concerts in the Park every August Long Weekend!









OUR CULTURE It's who we are

Our culture is an integral part of who we are as Canada's First Nations Radio. We take great pride in sharing cultural celebrations such as Hobiyee, Salmon Fest, National Indigenous Peoples Day, the Opening Ceremonies of the All Native Basketball Tournament, and bringing a better understanding of who we are as First Peoples of Canada. Our culture is ever evolving, and CFNR is here to capture that!







Canada's First Nations Radi

ALL NATIVE BASKETBALL TOURNAMENT CELEBRATING 64 YEARS!

The ANBT is more than a basketball tournament. It's 60 years of resistance and history. It's more than an event, it's a feeling. A feeling of community pride, a feeling of being connected to the culture and the people. It's a reunion of old friends and a place to make new ones. There's a connection between the fans and the teams that cannot be ignored. This connection drives the competitions to what the tournament has become. Everyone is there for a sense of pride and belonging, and they get it. It's more than a game. It's our culture now. It's a way of life.

CFNR is proud to be the official broadcaster of the All Native Basketball Tournament



ECONOMIC IMPACT CONNECTING OUR AUDIENCE WITH OPPORTUNITIES

As BC's only First Nations Radio Network, CFNR provides a unique opportunity for businesses and organizations to reach the First Nations audience. With 30 years of broadcasting experience, CFNR has a clear understanding of working with First Nations through established relationships. CFNR maintains a solid track record of delivering results to our advertising partners. As a not-for-profit society our primary goal is the betterment of First Nations Communities across our network. CFNR creates awareness of economic opportunities throughout the proposed 70 Billion Dollar economy in the region.

- NABOC
- Minerals North
- First Nations LNG Summit

- Get Connected Career Fair
- Terrace Business Expo
- Northwest Trade Expo in Smithers



ECONOMIC MAP

NORTHWEST GROWTH \$70 BILLION INVESTMENT



CFNR 4562B Queensway Drive Terrace, BC V8G 3X6 1.866.833.2367 www.cfnrfm.ca



Canada's First Nations Radio

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Northern Native Broadcasting (CFNR)

2016 Business Achiever

AWARD RECIPIENT BC Aboriginal Achievement Award



Northern Native Broadcasting (CFNR)

> 2016 Business Achiever



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Thank You



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